

LED screen: criteria for use

*Pollus Fornerod - External Communication / Campus Communication
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The LED screen at its main entrance is the showpiece for the University of Twente. The screen marks the start of the campus and indicates to visitors that they are on UT grounds. The slides displayed on the LED screen show how the University wants to promote itself to the outside world. The screen also serves to welcome visitors for specific activities.

Use of the screen is in accordance with a number of principles:

- The screen communicates on behalf of the University. Even when the messages displayed originate from or are about specific parts of the organization, the UT is the source of those messages.
- In principle, the screen only displays messages relating to activities on the campus and not to activities taking place in the city or in the Grolsch Veste stadium.

Examples of UT-wide activities we are happy to bring to people's attention through the LED screen are:

Education

- Doctoral degree defences and ceremonies (because this is the highest qualification the University awards, along with messages to welcome visitors).

Research

- Inaugural lectures (as these relate to our new professors and new research).
- Scientific conferences (show scientific relevance, messages to welcome visitors).

Entrepreneurial activities

- Kennispark activities taking place on the campus (demonstrating economic relevance, messages to welcome visitors).

Campus

- Large-scale events on the campus (the Batavierenrace, large concerts, etc., as they show that the campus is a lively place).

Activism

- Student activities on the campus that are important to the UT (Solar Challenge).

Other activities

- Important get-togethers (New Year get-together, Vision 2020).

- Important awards or recognitions ("the most entrepreneurial university").

The screen is not meant to be used for:

- third-party commercial communications

- calls for participation in/registration for activities. Such messages can be displayed on the video screens in buildings, on poster pillars and on noticeboards. Calls to action are only displayed on the LED screen if the event involved is an important one organized by or on behalf of the UT. Examples are the opening of the academic year, the New Year get-together, or prominent student activities, such as Create Tomorrow.

- announcements from student associations (the banner by the pinery, poster pillars and noticeboards can be used for these).

Five slides are displayed in succession as standard, each for six seconds. If possible, the sequences must be a proportional reflection of the areas stated above though this will, of course, depend on what is happening at the time.

Supply specifications

Supply slides in JPEG format with 1280 x 720 pixels, made up in RGB.